



MEDIA RELEASE

Tax Results for the City of Santa Barbara

SANTA BARBARA, CA – June 30, 2021

The City of Santa Barbara collected \$1,902,320 in transient occupancy taxes (TOT) for May 2021. TOT revenues in May 2021 were \$1.6 million above May collections last year—which was significantly impacted by the initial COVID-19 travel advisories. By way of comparison, compared to May 2019, May 2021 revenues were higher by 14%, however this is largely due to increased average daily rates, which are 27% higher than May 2019, with occupancy still slightly down 6.8%.

The local travel industry is now seeing increases in demand for rooms relative to recent months that is likely to continue throughout the spring into the summer months as the State has lifted travel advisories and as access to vaccinations has become more available.

The City has collected \$13.3 million through the first eleven months of the City's fiscal year, which runs from July 1 through June 30. The City's adopted TOT budget is \$17.2 million. TOT is now projected to end the fiscal year at approximately \$14.7 million, which is 15% below budget.

The Transient Occupancy Tax table can be viewed [here](#).

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